

Message Text

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ACTION MMO-04

INFO OCT-01 ARA-14 ISO-00 EB-08 AID-05 CIAE-00 FRB-01
INR-10 NSAE-00 ICA-20 TRSE-00 XMB-04 OPIC-06
SP-02 LAB-04 SIL-01 OMB-01 NSC-05 SS-15 STR-07
CEA-01 DOE-15 SOE-02 INT-05 /131 W
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R 191938Z APR 78
FM AMEMBASSY BUENOS AIRES
TO SECSTATE WASHDC 5405
USDOC WASHDC

UNCLAS BUENOS AIRES 2978

E.O. 11652: N/A
TAGS: BEXP, AR
SUBJECT: SECOND QUARTER FY 1978 REPORT: ARGENTINA

REF: (A) BUENOS AIRES 0600; (B) BA 2862; (C) BA-A-33

1. FOR REVIEW OF CURRENT ECONOMIC SITUATION SEE
TRADE OUTLOOK REPORT (BA-2862, DATED APRIL 14).

2. PETROCHEMICAL CAMPAIGN
CAMPAIGN MANAGER (CM) CONTACTED FOLLOWING FIRMS:
(A) ATANOR; (B) IPAKO; (C) POLISUR; (D) PETROQUIMICA
BAHIA BLANCA; (E) MCKEE AND (F) FABRICACIONES MILITARES.
UPDATE OF MARKET SURVEY IS 40 PERCENT COMPLETE.

3. POWER CAMPAIGN
CM CONTACTED OFFICIALS OF ENTIDAD BINACIONAL YACIRETA,
SECRETARIAT OF ENERGY, SEGBA, LOCAL REPRESENTATIVES OF
HARZA ENGINEERING, CHAS T. MAIN ENGINEERING, WESTINGHOUSE,
GENERAL ELECTRIC, ALLIS CHALMERS, OFFICIALS OF
THE LOCAL OFFICE OF THE INTERAMERICAN DEVELOPMENT BANK,
AND VISITING OFFICIALS OF THE WORLD BANK IN CONNECTION
WITH POWER PROJECT YACIRETA-APIPE. POWER SECTOR
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MARKET SURVEY UPDATE RECENTLY INITIATED.

4. COMMUNICATIONS CAMPAIGN
CM MET WITH OFFICIALS OF THE STATE TELEPHONE COMPANY ENTEL
ON FOUR OCCASIONS AND WITH LOCAL US REPRESENTATIVES OF
GENERAL TELEPHONE & ELECTRONICS (GTE) AND ICC ARGENTINA.
ADDITIONALLY, AMBASSADOR HELD REPRESENTATION FUNCTION FOR

A DOZEN TOP LEVEL ENTEL DECISION MAKERS WHICH HAS PROVED MOST USEFUL IN TERMS OF FACILITATING EMBASSY ACCESS TO THIS ORGANIZATION. MARKET SURVEY IS 15 PERCENT COMPLETE.

5. MINING AND HEAVY CONSTRUCTION EQUIPMENT CAMPAIGN
CM VISITED THE FOLLOWING FIRMS IN THE BUENOS AIRES AREA
AND MADE A FIELD TRIP TO THE SIERRA GRANDE IRON ORE MINE.
REPRESENTATION FUNCTION CUM VTR AND FILM SHOWING IS IN THE
PROCESS OF BEING ORGANIZED FOR NEXT QUARTER.

6. SPECIAL EFFORTS: USTC SAO PALO AND FOREIGN BUYER
PROGRAM PROMOTION OF BOTH USTC SAO PAOLO SHOWS AND US
COMMERCIAL EXPOSITIONS BY POST PROCEEDED SMOOTHLY. THREE
SHOWS PROMOTED BY MEANS OF MAILOUTS TO 1,400 FIRMS. A
SPECIAL PROMOTION EFFORT WAS MADE TO ASSIST EXPO-PESCA IN
SAN JUAN PUERTO RICO IN FEBRUARY 1978. PER BA-A-33 DATED
APRIL 10, 1978.

7. SPECIAL EFFORTS: FOREIGN TRADER'S INDEX: PIR'S ON THE
TWO MOST RELIABLE LOCAL CREDIT REPORTING AGENCIES HAVE BEEN
DONE: PIR'S ARE UNDER PREPARATION ON THE THREE LEADING LOCAL
MARKET RESEARCH FIRMS.
CASTRO

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